

## DORT PEFFELLOWS WORKING AS A UNIT

Dealer Cooperation Puzzle  
Solved by Simple Device  
of Company.

By JOHN D. MANSFIELD.

Dort Motor Car Company. Every business has its "skeleton in the closet," and in the automotive industry that skeleton has always been dealer cooperation—getting the dealer to conduct his business after the manner in which factory executives know from experience to be most efficient, productive and, above all else, most satisfactory to the buying public.

To put the factory organization of the Dort Motor Car Company into closer relationship with dealers we have tried many plans. The most successful has been our Dort Peffellow Questionnaire, embodying a series of twenty-six questions which we sent out to dealers every month for six consecutive months, beginning in January and ending with July of last year, each month the same questionnaire, but each month printed on different colored stock.

When the dealer finally answered "yes" to all the questions of the questionnaire he was enrolled as a Dort Peffellow. This resulted in many benefits to the dealer. First, when he received his Peffellow membership, he had the satisfaction of knowing that he was carrying on his business with proper thoroughness and effort; that he had not been blind to the importance of building up reputation and good will.

Second, he knew he would be regarded at the factory as a "live one," as a dealer willing to cooperate at all times, and this was a big help, for it gained for him the support and recognition of the factory organization.

Third, he would be aiding and standardizing the Dort sales and advertising policies. This of course is the big feature to the factory, for it means that everywhere Dort agencies are to be advertised along similar lines.

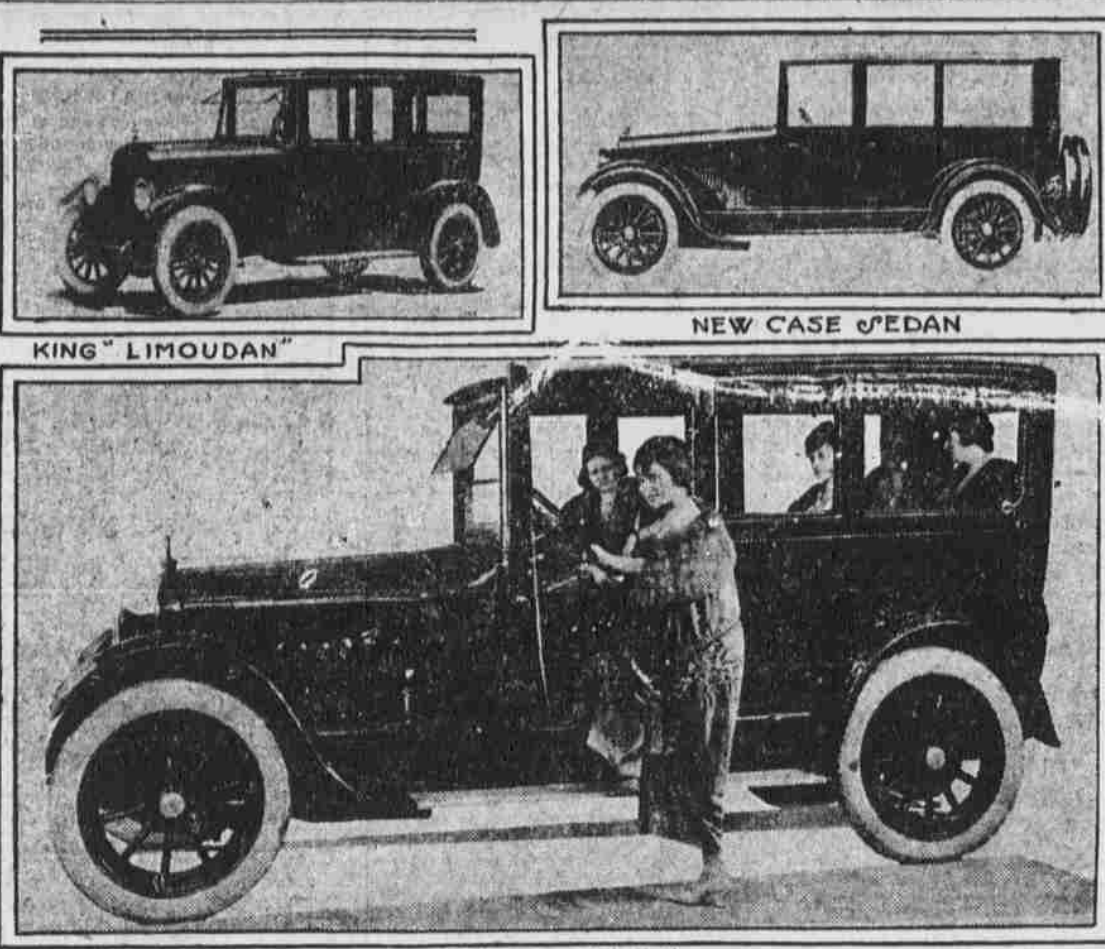
In this day and age thousands of people are changing their homes every day, and no matter where a Dort owner moves he may reasonably feel sure that he will obtain similar service and satisfaction to that he originally received at the hands of the dealer from whom he purchased his car.

Our dealer organization is now pretty well standardized from the standpoint of handling sales, service and advertising. And what you will hear from one Dort dealer in one town will be close to what you will hear from the Dort dealer in the next town.

Our questionnaire has trebled the use of advertising novelties, doubled the amount of publication and outdoor advertising which the dealers have done in their towns, and has placed Dort dealers on a higher plane of efficiency.

NASH SPRINGS ARE LONG.

The riding qualities of the new Nash Four are assured, according to officials of the Nash Motors Company, because of the unusually long flat springs with which the car is equipped.



### REPUBLIC'S ECONOMY.

Proves Worth in Gathering Big Colorado Crop.

A two-and-one-half ton Republic truck recently demonstrated in striking manner the value of motor haulage in handling sugar beets in Colorado. The sugar making season is short, lasting but a few weeks. When the beets are ready for the sugar factory it is necessary to get them from the fields to the plant in the shortest possible time.

A team with a load of 5,000 pounds, averaged forty minutes for a two-mile haul from the beet field to the factory. The two-and-one-half ton Republic carried 6,000 pounds, averaging twelve minutes for the same trip, and made seven miles to the gallon of gasoline.

The time saved, both in the actual transportation of the beets and in the excess load carried by the truck, reduced the cost of handling the beets appreciably, and as a result of this demonstration there are excellent prospects for Republic trucks replacing horses altogether in that particular section of Colorado next season.

### TRACTORS ITS BIG FEATURE.

With more than 90 per cent. of its entire 50,000 square feet of floor space occupied, and most of the exhibits already installed the permanent International Tractor, Trailer and Farm Implement Exchange, on the seventh floor

of Grand Central Palace, presents much of interest to automobile show visitors and exhibitors. The exchange is one of the permanent divisions of the International Exposition of Industries, operated by the Merchants and Manufacturers Exchange of New York. Everything in the agricultural machinery field is offered, numerous makes of tractors being shown, together with tractors and other power driven machinery.

Among the manufacturers whose products are included in this permanent, comprehensive display are such companies as Advance-Rumely, Avery Company, J. I. Case Plow Works, Chicago Steel Post, Craine Silo, Detroit Trailer, General Odinance, Holt, International Harvester, Northway Trailer and Ohio Trailer.

Automotive vehicles are doing much to make farm life more attractive. Passenger cars and motor trucks already have established places in rural communities. Farm tractors open a new field of usefulness. The International Tractor, Trailer and Farm Implement Exchange is in charge of W. W. Manly, a veteran in the tractor and farm implement field.

### SAXON STANDS DRASTIC TEST.

Very few motor car manufacturers insist on doing the final testing. G. A. Pfeffer, vice-president of the Saxon Motor Car Corporation, is one of them. He knows the business from the ground

up and it is his pride to know personally every detail of the car he backs with his name. Testers had made most satisfactory reports of the new Saxon and when they had done everything possible to the car Mr. Pfeffer told C. L. Fox, sales manager, he had a real job for him. So away they started in a new Saxon touring car, drove it 250 miles a day for two days, and the picture shows their return to the factory.

"The easiest ride we ever had and the most enjoyable, for it proved every thing we claimed for the car and added something to it," said Mr. Pfeffer. "We headed for one of the concrete stretches and cut loose. Pick up? Say, it went from a few to forty miles in a flash and then on to the limit, never a murmur."

"But we didn't stick to pavement. We headed for the worst going, tried to kill it, but failed. I have satisfied myself that it is the greatest car I have ever slammed down the accelerator on." Examination showed that every part was in perfect condition, also that the oil was just as heavy as on the start. In addition the car had shown 25 1/2 miles per gallon on this trip, indicating a general average in excess of 25 miles for the new Saxon, the ultimate car.

### JAIL HAS FEDERAL TRUCKS.

The Bronx county jail has just installed a 1 1/2 ton truck to carry prisoners from jail to courthouse. It has an express body cover for protection from the inclement weather and spring over. It has wire screening and a door on one side.

## QUALITY FIRST AND THEN PRICE

Americans No Longer Guided  
by Price Alone Because  
They Investigate.

By H. A. BIGGS,  
General Sales Manager  
The Studebaker Corporation.

to-day as never before, by reason of their enjoying the greatest wealth this country has ever known, that does not mean they are measuring the quality of the articles they buy solely upon the basis of the prices that are charged for such articles. True the average American is able to pay more for whatever he purchases and is also willing to pay more, yet just because one article is priced higher than another, it does not necessarily follow that the more expensive article is the better.

There is no denying that some people in this country, probably because they enjoy greater wealth than ever before, have lost sight of the factors that determine value in the things they buy. However, the great majority of Americans still have the ability to know how to purchase, how to get their money's worth. Those who base their judgment only upon the price tag are so in the minority that it is a case of the exceptions proving the rule.

Six or nine months ago it was different. Then the air was full of talk of how price alone counted, how buyers never thought of asking whether the more expensive article was the better. On every side we heard stories of a clamoring public demanding nothing more of an article than that its price be higher than some other article. There was, to be sure, virtually an epidemic in the wild quest for high priced articles. The situation was carried to extremes, and for that very reason it is only natural that there should to-day

be noted a reaction, a swing back of the pendulum, a settling down to a saner basis.

Now that conservatism once more prevails, what are the considerations guiding the buying public, whether purchasing motor cars, furniture, clothes, furs or whatever the article may be? Even six or nine months ago, when the buying orgy for high-priced articles was at its height, which companies were most favored? They were the concerns that had been in business a long time, had established the reputation for manufacturing high quality and reliable articles.

When at the conclusion of the war the Studebaker Corporation was swamped with orders for its cars, the thing that pleased us most was the recognition by the public that after all the pioneering efforts of the Studebaker Corporation along transportation lines, the sixty-eight years of experience in turning out quality products, the reputation for blazing the trail in automobile design and construction, along with the name for charging only a fair profit, counted for something with the public.

A year ago an unusual situation developed in the automobile industry—an unprecedented demand for motor cars combined with inadequate facilities for producing the cars in the numbers desired. The contrast between the size of

the demand and the supply was greater, perhaps, than ever before in the history of the industry. Under such conditions we could have doubled the price of our product and sold more automobiles than we could have delivered. But we decided to keep faith with the public then, as always. And to-day we are glad to note the reward for our policy in a demand which keeps constantly increasing.

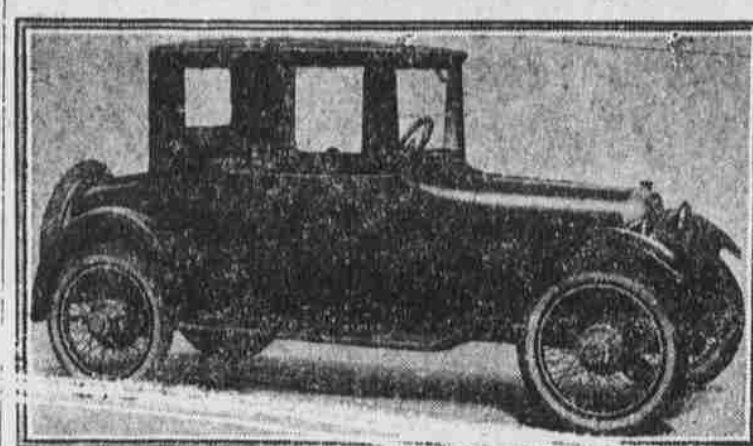
### INFLUENCE OF WOMEN.

They Will Always Be Very Important Factors.

"It used to be a favorite gibe that a woman chose her motor car as she did her dress—for outward appearance only, but the manufacturer or dealer who laughed at this remark and let it go at that made a serious mistake," says George S. Morrow, New York Tempair distributor. "So did he who pinned his faith to lectures on engine efficiency. Women listened to the lectures, admitted the soundness of the argument and proceeded to add engine efficiency to the specifications without abandoning style."

"To this feminine predilection for the good appearing thing the modern motor car owes much of its perfection. Cer-

## Oakland "Sensible Six" Coupe.



tainly to its success in satisfying the requirement the passenger car industry owes much of its prosperity. A few men might buy cars from scientific interest as adult mechanical toys. Most present day sales are inspired directly or indirectly by women and a woman wants a car not to tinker with but to ride in pleasantly."

### ROCHESTER ON JOB EARLY.

The "Chevrolet Review" says: "The City Council of Rochester, N. Y., passed an ordinance in January, 1901, which required automobiles operated in that city to carry two lamps to be lighted within an hour after sundown and a gong or bell with which to warn pedestrians."

## SUCTION Knowledge

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Mechanical Class Course - \$50

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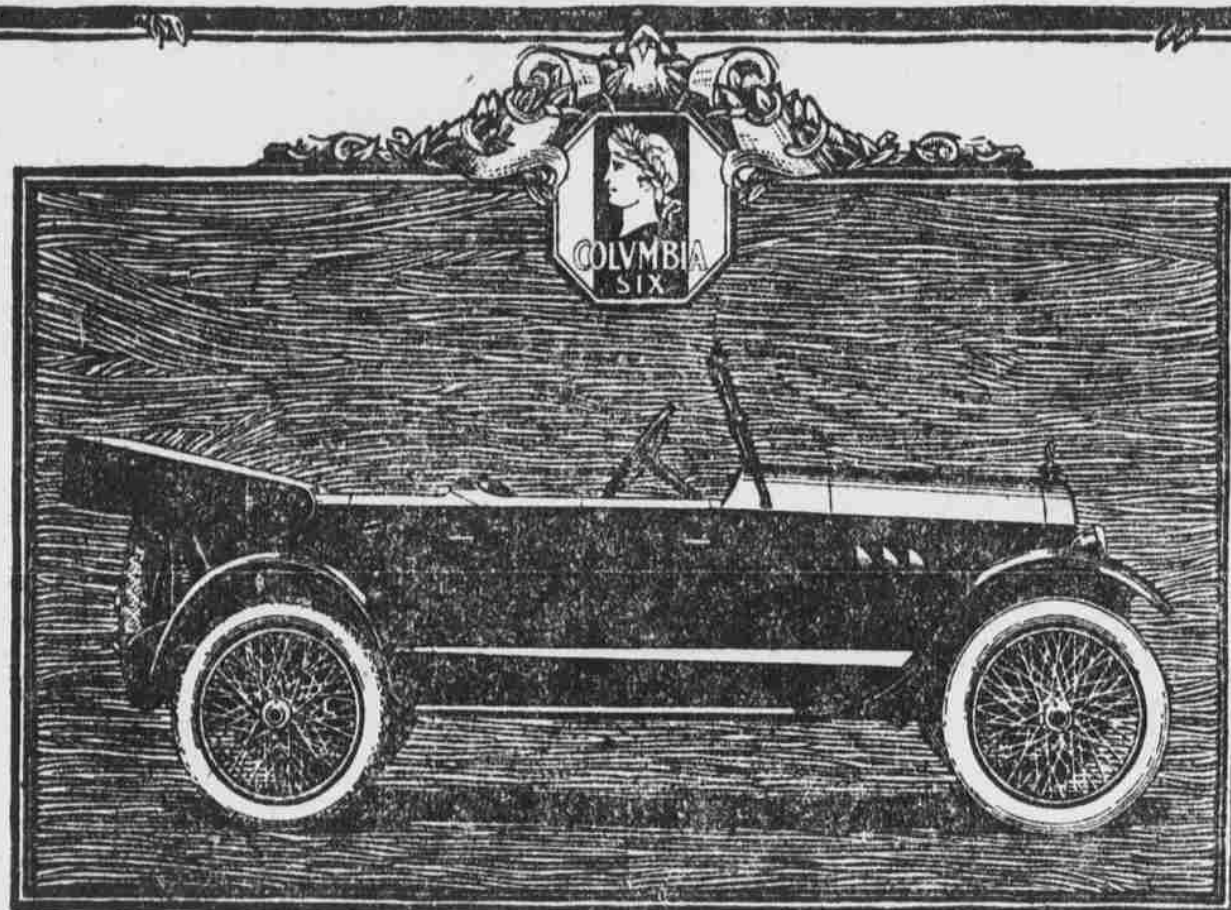
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**POWER.**



Columbia Six Four Passenger Sport Model

## Why You Ought to Stop at the Columbia Six Exhibit

Any car which can rise to the position of leadership today occupied by the Columbia Six, among the two or three most popular and fastest selling cars in the middle price field, must have features worthy of your attention.

Show visitors this year must choose the exhibits most worth while. And in selecting the exhibits most worthy of your attention, it will pay you to include the Columbia Six.

The beauty of Columbia Six body designs, the exquisite harmony of the furnishings and fittings, prove a delight to every motor car connoisseur. You will want to see them.

Those mechanically inclined will find the Columbia exhibit equally interesting.

You will want to see the automatic thermostatically controlled radiator shutters, which are today recognized by automotive engineers generally as being one of the most important motor car improvements within a decade. The Columbia Motors Company was the pioneer in adopting them.

Time spent at the Columbia Exhibit will be time well spent.

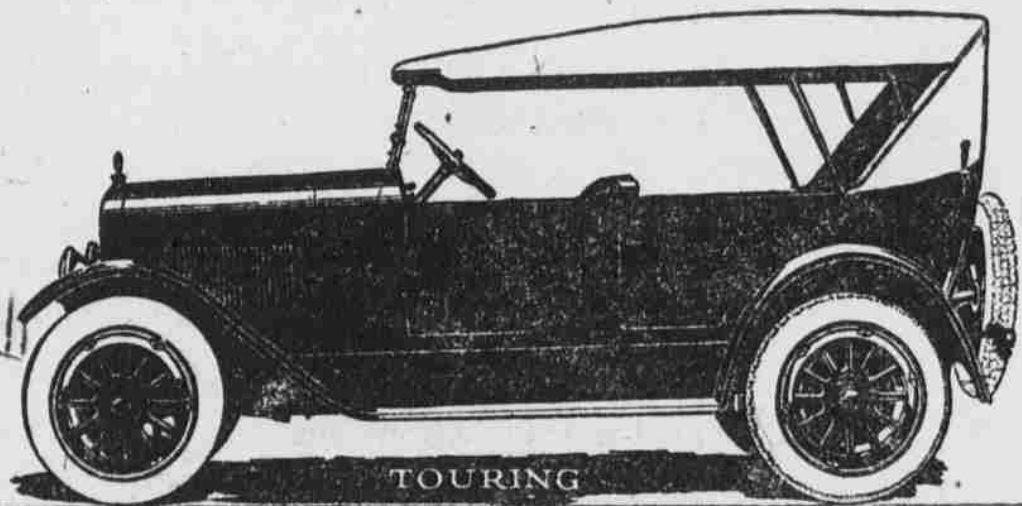
The Columbia Six Exhibit will include

The Five Passenger Touring Model  
The Four Passenger Sport Model  
The Special Sport Model  
The Two Passenger Roadster  
The Four Passenger Coupe and the Sedan

COLUMBIA MOTORS COMPANY  
DETROIT, U. S. A.

# Columbia Six

## Announcement 1920 KING MODEL H in four body types



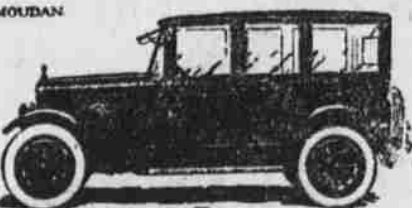
TOURING

RETAINING all the mechanical excellence which has gained this Pioneer Eight a world reputation for reliability, the King 1920 production offers more than one hundred distinct points of refinement in chassis and body. The new models are on exhibit at the Automobile Show and also in our show-room. Orders should be placed at once.

KING CAR CORPORATION OF NEW YORK

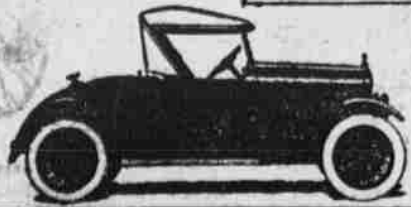
Broadway at 52nd Street

"THE CAR  
OF NO  
REGRETS"



LIMOUKAN

SIXTY  
HORSE  
POWER



ROAD-STER



FOUR-DOOR

1894  
to  
1920